

Proclamation

Presented

In Recognition of Snark Free Day

WHEREAS, Snark Free Day is a movement aimed at shifting the way people interact with each other—at home, work, school and online—by encouraging everyone to be mindful of what they say and do in recognizing that both words and actions have power;

WHEREAS, Snark Free Day promotes the rejection of “snark” as a societal problem and a growing cultural and behavioral norm, cemented in the acceptance of snide remarks and rudeness displayed by our leaders, the media and pop culture figures; and

WHEREAS, Snark Free Day highlights that studies suggest employees subject to rude remarks lose work time, productivity and commitment to their organization as a result, underscoring the potential negative impacts of the degeneration of civil dialogue on our workplaces, communities and any endeavor bringing people together to accomplish a goal; and

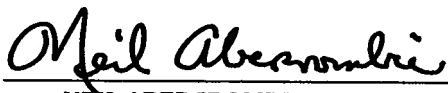
WHEREAS, Snark Free Day was founded in 2013 and is a national campaign created by PR Consultants Group encouraging everyone in the public to take a pledge, setting aside October 21 as a day to be “snark free” and make a conscious effort to be civil with each other and reflect before speaking and acting;

NOW, THEREFORE, I, NEIL ABERCROMBIE, Governor, and I, SHAN S. TSUTSUI, Lieutenant Governor for the State of Hawai‘i, do hereby proclaim October 21, 2014, as

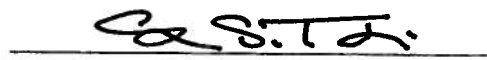
“SNARK FREE DAY”

in Hawai‘i, and ask all citizens of the Aloha State to join us in being more conscious of how we treat each other and embracing civility through the Aloha Spirit expressed by so many generations past in the islands.

DONE at the State Capitol, in Executive Chambers, Honolulu, State of Hawai‘i, this sixteenth day of October, 2014.



NEIL ABERCROMBIE
Governor, State of Hawai‘i



SHAN S. TSUTSUI
Lt. Governor, State of Hawai‘i